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AUG 23 2004

RM-10803

FCC Hearing.
Monterey, July 21.

Federal Communications Commission
Office of the Secretary
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I'm Rod Holmgren - retired journalism professor. Most of my comments are about Lowry Mays and his Clear Channel Communications, which owns 1,240 stations — mostly radio — around this country and abroad, with six radio stations and one TV station right here in Monterey County.

I'm handing you copies of a book my wife and I wrote, titled "Outrageous Fortunes," about the billionaires in the media. Lowry Mays was listed by Forbes at \$1.9 billion in July 2001. .

The reason Lowry buys clusters of stations is that programs on one station in the area can be broadcast on all those in the group, thereby saving lots of money on staff. So when we listen to KOCN, we don't know whether the program originates there or at one of the other Clear Channel stations in this region.

KION-TV happens to be a CBS station, so the only LOCAL news is at 5 and 10 pm, and those programs rarely - if ever - include any investigative stories. Most of the stories are about fires, shootings, holdups, following the rule "If it bleeds, it leads."

I'd also like you to read the chapter titled "The Media Moguls Give Us A Vast Wasteland." The chapter reveals that the number of TV commercials rose 50 percent from 1983 to 1995. Can't the FCC set some limits on commercials - both on TV and in radio?

The book also calls attention to the FCC's decision in 1996 to change the rules on ownership. I want to urge the commission to consider seriously returning the rules to the old limits, so that we won't have any more Clear Channel Ccommunications explosions of ownership. And incidentally, so that we'll have more and better children's programs, not all on Saturday morning.

I could say much more, but my two minutes are up. I urge you to read this book.

No. of Copies rec'd 21
List ABCDE

DEA # AR5947657

JEROME L. RUBIN, M.D.
INTERNAL MEDICINE
700 CASS STREET • SUITE 110
MONTEREY, CA 93940
831-375-4777

NAME Cullin Shelly
ADDRESS _____ DATE 7/21/04

R (Please Print)

Mr Chairman will you please
give Mr Cullin the courtesy
of an early opportunity to read
his statement. He needs to get
back to his wife who is under
our care. Thank you

☐ LABEL

REFILL _____ TIMES PRN NR

☐ DO NOT SUBSTITUTE _____ M.D.

TO INSURE BRAND NAME DISPENSING,
CHECK AND INITIAL BOX.

17-JUL-02

TRIC20717_100102233-5_01_28880_0002

Mr. Chairman, my name is William H. Cullin. My wife and I have been Carmel residents for over 21 years. My community involvement includes the following volunteer positions:

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Federal Communications Commission
Office of the Secretary

President, Monterey Peninsula Museum of Art
President, Gentrain Society, Monterey Peninsula College
President, SIRS, mens retirement association

My professional experience includes:

Faculty, Naval Postgraduate School
Faculty, Defense Management University
Career Aviator, USN, Ret.

My wife joins me in the following statement.

For the past few years, we've noticed that there are no opposing views on the editorials of several television stations, most prominently, KSBW. For a less biased assessment, we propose that each station present opposing points of view on local, as well as national matters. Further, we recommend that, in order to give equal opportunity, each of the participants "draw straws" for talking position. This will avoid, we think, having the same party expressing his/her views in first position each time.

Thank you for your attention.

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BROADCASTING AND LOCALISM

RM-10803

TO: Marlene H. Dortch
Office of the Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, DC 20554

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AUG 23 2004

Federal Communications Commission
Office of the Secretary

FROM: Amy Parenti
355 Calle Principal
Monterey, CA 93940

(In order for your comment to become part of the official record, you need to provide your name. Please also include your postal address above. Thank you.)

DATE: July 21, 2004

RE: RM-10803

COMMENT: Please see attached. Thank you.

You may continue on the back of this sheet or add additional pages as needed. Please place your comment in the Public Comment Lockbox at the check-in area at the hearing. Alternatively, you may submit your comments electronically or by mail. Instructions on how to do so are available on the Localism Task Force Website at www.fcc.gov/localism. Thank you.

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I wish to address the consolidation of media as the co-opting of democracy by corporate interests. Democracy is what corporations want people to believe it is; they define it for us in the news. For-profit interests want us to believe that freedom is the ability to consume as we choose. Stories are measured on the scale of corporate profit – and do not serve the people's interests.

The news consistently reports positives for corporations as positives for people. This corrupting of perspective to serve corporate rather than community interests characterizes the examples I will now give. First, the jobs reported are paying an increasingly lower living wage than in the past. This trend is not reported. Low-wage, temporary jobs which deny benefits may be good for corporations, but they are not good for people or families. This is not reported when job rates are painted rosy.

Next, we commonly hear that there are not enough teachers. Why do we not hear that corporations are paying less and less of the federal tax burden from which schools are largely funded? Why do we not hear that the families working harder for less, are contributing a greater and greater proportion of the federal tax burden, yet receiving fewer and fewer services? Where is that story?

We hear of obese diabetic children, but not of the defunding of public education, which causes schools to turn to schoolhouse commercialism, to Coke and Pepsi. When the news reports on school accountability for test scores, why are corporations not held accountable for social evasion of taxes through corporate welfare? It results at times in zero and less than zero rates of taxes for some corporations. But this trend is over-looked.

Another example of corporate omission and disservice to the community is the toxic metal burn at the previous Ft. Ord Army Base, an EPA superfund site. Local viewers watched news of the southern California fires while flames raged out of control for days, carrying black clouds that hovered along the peninsula for a week. The little coverage KSBW offered reported the detriment to Carmel business owners suffering lack of profits.

We also had similarly slanted coverage of the explosions at the Moss Landing Power Plant, which is managed by a private corporation. Our public funds were used as our fire departments worked to extinguish the chemical flames. The Red Cross attended to the privately employed workers as well, while the very same week it was reported that beggars had appeared in Carmel - and were removed. There is a story here, a trend that is taking the nation, as the civic falls to the private. And I am not hearing it. Where is the humanity? It is not in the news.

We have come to the point that the populace now recognizes the FCC as a captured organization, no longer serving the interests of the people it is meant to protect, but working instead for the interests of those it has been entrusted to defend against. At stake is nothing less than the very definition of democracy.

ARTHUR G. SCHWARTZ - Retired Consulting Engineer

e-mail: arts9@att.net

1119 Smyrna Court
Sunnyvale, CA 94087
408-245-6367

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RM-10803

July 21, 2004

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AUG 23 2004

Federal Communications Commission
Office of the Secretary

To: FCC Chairman Michael Powell
Commissioner Jonathon Adelstein
Commissioner Michael Copps

Subject: Tonight's public FCC hearing

I cannot attend tonight's hearing so I would appreciate it if this letter were not only placed in the record, but also read to attendees. The dates in the following text are approximate.

When we moved to Sunnyvale 37 years ago, there were 2 FM stations in the San Francisco Bay area devoted to classical music and a public station that broadcast mostly classical music and some news. These were independent private stations KKHI and KDFC and public radio station KQED-FM. Then deregulation reared its ugly head.

About 15 or 20 years ago, KQED changed to an all talk format which is a total waste of the sound quality of a stereo FM station. The shame of it was that KQED broadcast numerous live symphony and opera performances besides having access to a very extensive recording library.

Then about 10 years ago, KKHI was bought up by a CBS affiliate and again became an all talk station. KKHI had the finest collection of classical recordings of any station in the country, superior reception here in the south Bay and broadcast in stereo both on FM and AM.

Then about 5 years ago, KDFC was purchased by a national radio chain that both out of desire and economic necessity vastly increased the time devoted to commercials which also became obnoxious in form and ruined the ambiance produced by classical music. Furthermore much of the day, they play selections from works rather than the entire work. This station also has the smallest reception area of the three stations described above and is not received well at all in the south Bay area.

It is time to rein in the freedom of stations to go for profits ahead of quality and return to the time when all segments of the listeners were accommodated rather than just the talk, rock, etc. segments.

I would be more than happy to talk with any of you or your staff about the deterioration in FM broadcast quality.

Yours sincerely



Arthur G. Schwartz

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ARTHUR G SCHWARTZ - Retired Consulting Engineer

e-mail: arts9@att.net

1119 Smyrna Court
Sunnyvale, CA 94087
408-245-6367

July 21, 2004

Fax: 1-851-646-3777

To: Monterey Conference Center

I would appreciate your giving the attached fax to the FCC staff prior to tonight's public meeting.

Thanks much



Arthur Schwartz

Lois Robin 4701 Nova Drive Santa Cruz, CA 95062

(831) 464-1184 Fax: 464-3939

E-Mail: lolotusi@cruzio.com

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RM-10803

Federal Communications Commission
445 12th St. SW
Washington, D.C. 20554

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AUG 23 2004

Federal Communications Commission
Office of the Secretary

Members of the Commission:

The attached letter was written in 1989 by my father who died eight months later. When he dictated this letter to me his was blind and in pain but very clear headed. He was spending his last days with a tiny radio near his ear as he lay on his bed. As he wrote to you, he understood that licenses were granted to radio stations only in the common interest of the people.

He could not believe that the "common interest" included listening to an endless stream of inane commercials.

I do not believe he ever heard from you. Now I find fifteen years later that when I listen to AM radio, I am treated to the same inane string of commercials about products with little redeeming value that my father encountered before me. I imagine these aggravated assaults have multiplied in the intervening years.

People never seriously question this torture, thinking that it is a reality of life about which we have no choice.

Have the laws changed, or are you still suppose to regulate in the public interest. And does that include the number, quality and length of radio commercials?

Yours,

Lois Robin
Lois Robin

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633 Ocean Ave. #21
Santa Monica, CA 90402
March 13, 1989

Federal Communications Commission
1919 "M" St. N.W.
Washington, D.C. 20036

Gentlemen:

In 1936 or thereabouts, the U.S. Congress passed a Federal Communications Act. The Principle point about the act was that licenses were granted to persons to operate radio stations but only in the common interest of the people. Years ago, this act was enforced and licenses were cancelled when it was found that a radio station was not acting in the public interest.

Today it is obvious that the act is not being enforced and the operation of the radio station is only for the interests of the owners; as a result the airways are full of nonsensical commercials.

The undersigned is ninety years old and was a practicing a attorney for about sixty years. Now being blind he has to resort to listening to the radio. These commercials can drive him out of his mind.

Has the law been changed or altered in any manner from prohibiting operations not in the public interest? Certainly this unending flow of nonsensical commercials cannot be in the public interest.

I am now unable to research the law as I am blind. I'm asking the commission: Has the law been changed and if not, why are you not enforcing it?

Sincerely yours,

Morris Luskin

Morris Luskin
(signed by his daughter,
Lois Robin)

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BROADCASTING AND LOCALISM

TO: Marlene H. Dortch
Office of the Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, DC 20554

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AUG 23 2004

FROM:

Bonnie Hutecheon
800 Devisadero St.
Monterey, CA 93940

Federal Communications Commission
Office of the Secretary

(In order for your comment to become part of the official record, you need to provide your name. Please also include your postal address above. Thank you.)

DATE:

7-21-2004

RE:

RM-10803

COMMENT:

- Support Pappas Comments & Recommendations
- No voice tracking
- Free issue debate in political campaigns - Take money out of campaigns
- Limit # of stations both TV & Radio can own
- Combine oversight & regulation of TV, Cable, Digital & Radio
- Increase regulations re: indecency, violence & language
- Require ethnic representation of community of news "faces" - VS. all white (Monterey County media & Spanish stations) MC is 50% hispanic & soon CA will be - Should be integrated programming

You may continue on the back of this sheet or add additional pages as needed. Please place your comment in the Public Comment Lockbox at the check-in area at the hearing. Alternatively, you may submit your comments electronically or by mail. Instructions on how to do so are available on the Localism Task Force Website at www.fcc.gov/localism. Thank you.

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- . Need more KQED model for programming
- . Parents Need support through programming & values - not the garbage & language on many stations
 - Blocked programming came to late for me & yet parents are blamed & held responsible
 - limit violence programs -
 - Give local stations right to reject national programming.
 - Why must I pay for cable now \$40+ per month & also public T.V. & Nothing free
 - A great example of good educational commercials is Rob Reiners, Top 10 (first five) commercials - also Success by Six
 - Support positive adult images such as Cosby
 - Recent "music groups" promoting gangsters especially in black community is horrible & lowers our standard. - Should not be allowed on T.V. & supports gang mentality especially putting women down.
 - Handicapped not represented.
 - Enough of "Reality" T.V. & Bugs.
 - Regulate air ways. - more free T.V. for all.
 - This hearing should have been on Main T.V.

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TO: Marlene H. Dortch
Office of the Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, DC 20554

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RM-10803

FROM:

Larienna Maja Weeks
P.O. Box 1307
Monterey, CA 93942-1307

(In order for your comment to become part of the official record, you need to provide your name. Please also include your postal address above. Thank you.)

DATE:

July 21, 2004

RE:

RM-10803

Monterey California

COMMENT:

Many of the issues expressed here are relative to our "core" values as a free democratic society. It is obvious that "we" the public have not been hearing and seeing real "issues" that are festering in our communities. We must make available forums and avenues for people to express their ideas, feelings and comments on issues that are affecting their lives. We must listen to our "people" and their needs. As a "free" nation, why are we even allowing these repressing conditions by the radio/TV media stations to become so damn powerful and spewing out their "corporate" bias needs to the homes of public America - without a balanced view and opportunity to express the real needs of the "ordinary" populace. From what I have observed from

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(over)
please

the forum "comments from the public - 2 minute spots" - Major, major changes and opportunities must be initiated "NOW" to get the big money corporate grip off our public airway!

Do not dismiss these comments from the public source. You cannot hold the public interest "down" for very long - before you have a real "revolution" here in America!!

Please, all of you on the FCC Commission, - do not go back home and forget this ~~message~~ evening - Changes are needed and must be addressed by you - Have the courage to be the ones to speak up for the issues you heard tonight.

Thank you for coming here this evening - I will be watching and listening to your progress in the days and weeks to come - Please do not fail to take responsibility and demonstrate courage as you serve your country and your fellow Americans -



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AUG 23 2004

Federal Communications Commission
Office of the SecretaryNational Writers Union
Santa Cruz/Monterey Chapter
PO Box 2409
Aptos, CA 95001-2409

21 July 2004

RESOLUTION IN SUPPORT OF LOCAL AND DIVERSE MEDIA OWNERSHIP

WHEREAS freedom of speech is essential to our democracy, as recognized in the First Amendment to the Constitution of the United States; *and*

WHEREAS the airwaves are a public asset, to be managed by the Federal Communications Commission as a public trust, for the benefit of the public as a whole; *and*

WHEREAS the public interest requires the expression of a wide range of viewpoints, most specifically including the voices of all those who live within the local community which any particular broadcast station serves; *and*

WHEREAS as writers we are particularly sensitive to the need for diversity of expression and for a variety of outlets for the various voices of our community; *and*

WHEREAS the recent trend towards media consolidation seriously threatens that diversity, as well as the direct economic interests of working writers everywhere; *therefore be it*

RESOLVED by the local Santa Cruz/Monterey Chapter of the National Writers Union that we call upon the Federal Communications Commission to respond to local interests and community needs, both here and elsewhere, by encouraging local ownership of the media;

and we call upon the FCC Localism Task Force to recognize that a single meeting is completely inadequate to gauge the breadth and depth of concerns through the western states, and further to remedy this matter by holding more Localism Task Force open hearings across the region;

and we urge that Task Force to recommend to the Federal Communications Commission that it take active steps to reduce the concentration of media power into monopolies and to insist on more stringent standards for local programming.

*While we have a truly original
and wonderful radio station, KP16,
it is not locally owned.*

I feel that the ^{regional} ~~local~~ media do not reflect the diversity and

RM-10803

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constitution of my community in the Pajaro Valley, where more

than 80% of us speak Spanish. Many of us are women, many

from Mexico, many in the bottom ranges of the economic

strata. I would like to see a licensing process that considers

community make-up attributes such as economic levels,

cultural backgrounds, languages, ^{local ownership} and interests. To fund radio

and television that more adequately reflects the community, a

tax on advertising could be added to government support and

put into a fund to be invested locally. ^{in diverse ownership.} If corporations wish to

support local media, their contributions would also go into the

fund, with no strings attached. The fund could earn interest

and support community radio and TV at the same time. The

fund would keep bias and influence out of programming;

opinions and politics could be aired by locals free from the

constraints that currently hamper getting local news broadcast

on our "so-called" local channels. *Rather than*

*maximizing profits for private broad-
casting companies, I want you to maximize
access, ^{ownership,} and content for the public.*

Cecile Mills

Watsonville CA 95076

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Office of the Secretary

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BROADCASTING AND LOCALISM

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TO: Marlene H. Dortch
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Federal Communications Commission
445 12th Street, S.W.
Washington, DC 20554

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AUG 23 2004

FROM:

E/conn Hoover
651 Barth Ct
Marina, CA.
93937

Federal Communications Commission
Office of the Secretary

(In order for your comment to become part of the official record, you need to provide your name. Please also include your postal address above. Thank you.)

DATE:

07-20-04

RE:

RM-10803

COMMENT:

I live in Marina CA. and my
TV provider is U.S.A. Media, also
located in Marina -- less than a mile
away.

when I tried to access to very
important panel meetings/discussions
put on by the Panetta Institute, again
located less than a mile away, I was
unable to do so & in contacting U.S.A.
Media, was ~~thought~~ told all the
various reasons why that access was
not available.

No doubt these reasons are
commercial, technical, whatever --
the point is the Panetta program is
important to viewers like ~~the~~ us

AND should be available easily. Please
Remedy.

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Thank You

HOPE - Helping Our Peninsula's Environment

Box 1495, Carmel, CA 93921

831/ 624-6500

Info@1hope.org

www.1hope.org

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AUG 23 2004

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Commissioners

Federal Communications Commission

Federal Communications Commission
July 21, 2004 Office of the Secretary

Public Interest Needs Broadcast Letters-to-Editor

Good evening Commissioners,

Thank you for holding this hearing and thank you for holding it here.

- **We are not being served by local TV broadcasting. One-sided pro-business / anti-environmental local news reporting is standard here.**

Example: A water supply/building moratorium is a major current local front-page controversy. All three peninsula newspapers at least mentioned there was public support for the moratorium at the single hearing, July 7, 2004.

None of the three major local English language TV stations (KSBW, KION, KCBA) allowed any mention of public support for the moratorium - but they all provided extensive coverage of the moratorium criticism by those who had a direct financial interest in it.

This is absolutely backwards since newspapers can have no government mandate to provide both sides of a story, but broadcasters do.

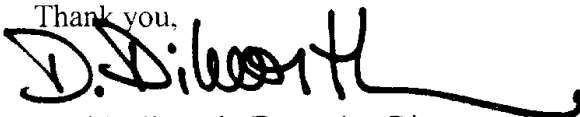
Solution:

According to most journalism experts - the letters to the editor page is the most read section other than the front page.

Our local KSBW TV pretends to provide viewer responses to their one-sided and anti-public interest news coverage and editorials, but in reality - the only thing they provide is their one sentence summary of our rebuttals - not in full, not on the air, and not by the author - only on their website.

- We need meaningful broadcast time dedicated to genuine, unedited (except for slander) public letters to the editor - just as our unedited comments are given to local City councils and broadcast live to our community over cable.
- For every minute of local "news" - please require local TV and radio stations provide an **equal number of minutes**, in adjacent time (not 4 am), for **local unedited video "letters to the editor"** spoken by their authors or a person they choose. It might even be popular !

Thank you,



David Dilworth, Executive Director

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Founded in 1998, H.O.P.E. is a non-profit, tax deductible, public interest group protecting our Monterey Peninsula's natural land, air, and water ecosystems and public participation in government, using science, law, education, news alerts and advocacy.

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BROADCASTING AND LOCALISM

TO: Marlene H. Dortch
Office of the Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, DC 20554

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Federal Communications Commission
Office of the Secretary

FROM:

Brenda Roncarati
Monterey Peninsula Chamber of Commerce
380 Alvarado St.
Monterey, CA 93940

(In order for your comment to become part of the official record, you need to provide your name. Please also include your postal address above. Thank you.)

DATE:

7/21/04

RE:

RM-10803

COMMENT: I am President/CEO of the Monterey Peninsula
Chamber of Commerce. I applaud your desire to understand
the role of broadcasters to local communities. The health
and welfare of local businesses in our community is our
purpose, plain and simple. We absolutely must be
able to communicate with our entire community in order
to succeed. I can tell you unequivocally that our local
media plays a strong and consistent role in partnering
with our organizations and our members. Our radio
and TV stations, KIDN, KCBA, KSBW, KNAV Radio etc. provide
not only valuable air-time for free to allow us to get
business messages out. They volunteer hours and hours
of their time to us. They reach out to us for feedback
on local issues and news topics regularly, even checking in
to see if there is something we may know of that would
be important to our citizens. They donate significant
amounts of money to allow us to continue to promote
LOCAL businesses. Money-time-airwaves-they step up
anytime we need them. We are proud of our local

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broadcasting businesses, and grateful for all they do.

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